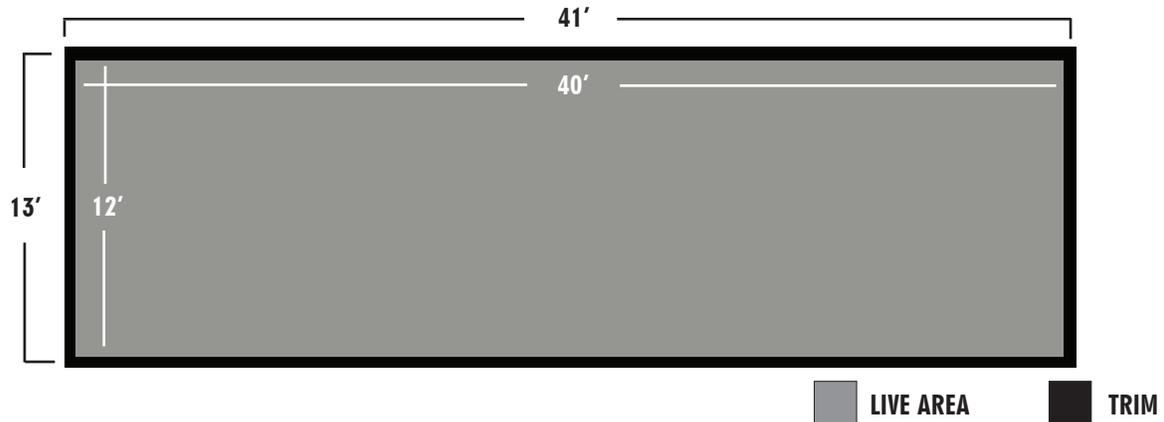


12'x40' BULLETIN

DESIGN AND FINISHING SPECIFICATIONS



DESIGN SPECIFICATIONS*

SCALE / RESOLUTION / LIVE & TRIM AREAS

Built at 9ppi @ 300 document resolution
Live area document size: 4.32" x 14.4"
Overall document size: 4.68" x 14.76"

COMPATIBLE SOFTWARE

Adobe Photoshop
Adobe Illustrator
Macromedia FreeHand
Adobe InDesign
QuarkExpress

ACCEPTABLE FORMATS

DESIGN: Native file format of the software listed above
or Adobe PDF (fonts embedded)
LINKS: .EPS (cmyk) .TIF (cmyk)
FONTS: Convert to outline (Quark files must include fonts)

COLOR MATCHING

If precise color matching is critical, please provide a
quality matchprint and/or Pantone callout for solid
colored areas.

FINISHING SPECIFICATIONS

Live image area: 12' x 40'
Overall size including bleed: 13' x 41'

Restrict your design to the dimensions of the structure.
The structure size represents the actual live area of
the billboard. Bleed your background by 6" on all
four sides to create the trim. This makes the overall
vinyl size 1' larger than the image area in both height
and width. The production facility should make 3"
pockets on the back of the vinyl for installation. This
does not change the overall size of the vinyl.

MATERIAL / SUBSTRATE / INK

Material/Substrate:
Recommended: Front lit PE or PVC
Preferred weight: 7 ounces
Minimum Warranty: 1 year against ink fade, ink peeling,
and failure of material or pockets

Inks: Inks must be weatherproof/waterproof with sufficient
UV protection, and in compliance with product bulletin
bulletin specifications or substrate manufacturer.

*Please note that software and formats may vary depending on the printer.

